

# Making Counseling a Household Word





**ACA**

AMERICAN COUNSELING  
ASSOCIATION

Dear Region Chairs and Branch Presidents:

As a former North Atlantic Region Chair and NJCA President, I have always identified myself as a grass roots member of ACA. Our branch members are the foundation for ACA to lead our association into the future.

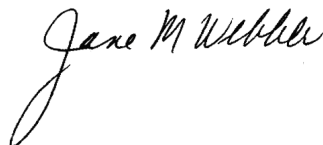
This year, the Public Awareness and Support Committee developed a grass roots initiative to make “counseling” a household word. We invite you to join us in two ongoing activities leading up to the ACA 2008 Conference in Hawaii.

First, we invite you and your branch members to write a slogan, brief statement, poem, or creative message about “what it means for me to be a counselor” or “what I do as a counselor”. We encourage you to re-print the attached submission form in your newsletters and on your website and to publicize our *Making Counseling a Household Word* Campaign to your members.

Second, we ask that you include at least one tip from the Public Awareness and Support Committee’s Manual in each edition of your newsletter for counselors in your branch to read and use. Please access our Manual, *Public Awareness Ideas and Strategies for Professional Counselors*, on the ACA website for helpful tips.

We look forward to your participation. It’s time to make “counseling” a household word!  
Thank you!

Sincerely yours,



Jane Webber, Ph.D.,LPC

2006-2007 Chair, ACA Public Awareness and Support Committee

# Call for Submissions

## *Making Counseling a Household Word Initiative*

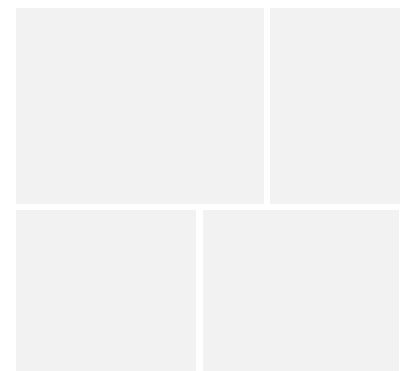
The Public Awareness and Support Committee invites ACA members to submit an original expression describing “what it means for me to be a counselor” or “what I do as a counselor”. Accepted submissions will be displayed at the 2008 Convention in Hawaii.

Categories are:

- slogan or sentence up to 16 words
- statement up to 200 words
- poem or essay up to 800 words
- photograph (print or jpeg)
- illustration

Mail or email your submission by **January 15th, 2008** to: ACA Public Awareness and Support Committee, c/o Ms. Janice MacDonald, 5999 Stevenson Avenue, Alexandria, VA 22304 [jmacdonald@counseling.org](mailto:jmacdonald@counseling.org) or to Jane Webber, [Webberja@shu.edu](mailto:Webberja@shu.edu); Jan R. Bartlett, [jan.bartlett@uni.edu](mailto:jan.bartlett@uni.edu); Christy Lyons [clyons@bridgew.edu](mailto:clyons@bridgew.edu) ; or Delila Owens, [delilaowens@hotmail.com](mailto:delilaowens@hotmail.com)

By your submission and signature you authorize ACA and the PASC to publish your submission with your name. Please use the submission form or include your signature, name, email, address, phone, work title, workplace, and ACA membership number.





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## ***Making Counseling a Household Word Initiative Submission Form***

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

ACA Member # \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Position: \_\_\_\_\_

Work Site/Institution: \_\_\_\_\_

Work Address: \_\_\_\_\_

Work City: \_\_\_\_\_

Work State: \_\_\_\_\_

Work Zip: \_\_\_\_\_

Home Address: \_\_\_\_\_

Home City: \_\_\_\_\_

Home State: \_\_\_\_\_

Home Zip: \_\_\_\_\_

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Submission Title: \_\_\_\_\_

Submission:

\_\_\_ slogan or sentence up to 16 words

\_\_\_ statement up to 200 words

\_\_\_ essay or poem up to 800 words

\_\_\_ photo (print or jpeg)

\_\_\_ illustration

Through my submission I authorize ACA and the PASC to publish or use my submission with my name. Mail or email submission by **January 15, 2008** to: ACA Public Awareness and Support Committee, c/o Ms. Janice MacDonald [jmacdonald@counseling.org](mailto:jmacdonald@counseling.org), 5999 Stevenson Avenue, Alexandria, VA 22304 Jane Webber, [webberja@shu.edu](mailto:webberja@shu.edu); Jan R. Bartlett, [jan.bartlett@uni.edu](mailto:jan.bartlett@uni.edu); Christy Lyons [clyons@bridgew.edu](mailto:clyons@bridgew.edu); or Delila Owens, [delilaowens@hotmail.com](mailto:delilaowens@hotmail.com)



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